MAKING HOMEPAGES DEEP DIVE

What should a homepage do?

Your homepage is where many visitors to your site will start their visit. It should help guide your visitors to the information they are looking for. As you create your homepage, think about who is coming to your site. What are they looking for? What does your office want to promote to the visitors?

Are the visitors looking for information or forms to download? Would you like to promote a new program, or upcoming event? These are the types of things that should be on your homepage.

Zuse Create Modules for Homepages

The following modules can be used on any Zuse Create page, but they allow you to highlight content - an especially appropriate function for a homepage.

CALLOUT BOX

A callout box is highlighted text, optionally including a link, on your page. There are many options for creating your callout box. Select a title and subtitle to describe the content of the callout box. Add additional plain text content to give more details. Choose a URL to provide a link to a page deeper in your site. If you choose to have a link, you can specify if you want to add a button to your box, or if the heading should be the link. Add an image by selecting the All Images tab and searching for your image. You can configure Display and Image Options to control how the callout box appears.

IMAGE CAROUSEL

An image carousel is a rotating set of images. The images can optionally have titles and captions that can link to other pages.

Carousel images (or slides) need to be created before they are available to the Zuse Create carousel module for selection. This is done in the Carousel Images collection. There, you can choose an image from your media collection, give it a title, description, and a URL link to display with the image. In addition to slides in the Carousel Images collection, content with a featured image, for example an event or post, can be added to an image carousel.

When you are building your carousel, search to find the images you would like to add to the carousel. You can override the title and description in the carousel module if desired.

RECENT POST AND EVENT LISTS

If you are using news, posts, or events regularly, including a recent post or upcoming event list is a good way to keep content fresh on your homepage. However, if you are not keeping this content updated regularly, it may make your site look out of date to highlight old content on your front page.

Tips and Tricks for Building a Homepage

• Organize the content on the page based on the audience. In some situations, it may be useful to have callout boxes for each type of visitor that link to a landing page for that type of visitor.

• If you are highlighting timely content (like an upcoming or recent event), make sure to keep the content updated. If the content on your homepage is obviously six months old, then it makes your whole site look out of date. Set up a calendar reminder to help you remember to update the content periodically, or, use dynamic event or post lists and keep that content fresh.